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August 2, 2016

To: Supervisor Hilda L. Solis, Chair
Supervisor Mark Ridley-Thomas
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From: Sachi Hamai 
Chief Executive Officer

REPORT BACK ON MOTION TO IDENTIFY OTHER SUITABLE COUNTY-OPERATED LOCATIONS TO SELL METROPOLITAN TRANSIT AUTHORITY TAP CARDS (ITEM NO. 15, AGENDA OF NOVEMBER 24, 2015)

On November 24, 2015, on a motion by Supervisors Ridley-Thomas and Kuehl, the Board directed the Chief Executive Officer, in concert with the County Librarian, to: 1) expand the program to other locations throughout the County, including additional library sites; 2) to meet with the appropriate Metropolitan Transportation Authority (Metro) staff to identify other suitable County-operated locations to sell Transit Access Pass (TAP) cards; and 3) report back to the Board in writing within 90 days with recommendations and next steps, including potential outreach and evaluation strategies. On March 24, 2016, the County Librarian sent a report regarding the status of this initiative, and requested a time extension to continue the effort.

BACKGROUND

In 2015, the County Public Library (Library) met with Metro to discuss partnership opportunities to include offering a new service to library customers, and to customers who are not regular library users, by selling TAP cards or loading money onto customer's TAP cards at five (5) pilot library locations.

One pilot library location was selected in each Supervisorial District (SD) including: El Monte Library (SD1), Dr. Martin Luther King, Jr. Library (SD2), San Fernando Library (SD3), Paramount Library (SD4), and Lancaster Library (SD5). Point of sale devices have since been installed at each location and the pilot program has been ongoing since late January 2016, as described below.

Public Library Metro TAP Card Sales Program

The Metro TAP cards are sold via a Compact Point of Sale Device at each of the designated library sites. Library staff assists customers by loading an amount of money, determined by the customer, onto the customer's TAP card via the electronic scanning device. Additionally, library customers are able to pay by cash and use discounted Metro coupons, as applicable. Staff also has a supply of "regular" TAP cards to sell for a \$2.00 fee to customers who do not already have a TAP card to load. Metro also offers special cards for students, seniors, and disabled; those cards must be purchased from Metro only and will not be available at Library locations.

The Library collects all funds and receives an invoice every 30 days from Metro. The Library in turn receives a 1.75 percent commission from all sales of Metro TAP cards and up to 2 percent for participant agency fare products. It should be noted that a customer does not have to have a library card to use this service; however, Library staff are always available to assist individuals with filling out a library card application, if interested.

With regard to marketing this new service, all five pilot library locations, as well as the libraries in their "cluster," received posters from Metro to display in the library lobby, and flyers to display within the library itself. Additionally, all five libraries have a Metro TAP "widget" on each of their webpages on the Library's online site. The Library will expand its marketing efforts in the very near future to increase awareness of this service offering which, based on customer feedback thus far, has been a success for the community, and Library customers are very excited that the Library is offering the Metro TAP Card Sales Program.

Per the Board motion, the Library and CEO have been in discussions on preliminary plans for implementation of additional Library sites to offer the Metro TAP Card Sales Program. Attached is a list of the thirty (30) prospective Library sites that are being considered for phased-in implementation of the TAP Card Sales Program. The Library is conducting site assessments to determine operational capacity, proximity to Metro stations, and recommendations from Metro to ensure that the prospective sites are suitable for the TAP Card Sales Program; however, the timeline to implement additional sites is still being developed. The Library will continue to keep the Board abreast of their efforts and the progress of this Program.

Expansion to Other County Facilities

On March 22, 2016, Metro provided the Chief Executive Office with a list of potential County facility sites that could be utilized for the transaction of Metro TAP Card Sales Program. It should be noted that Metro's facility list did not include the prospective sites identified by Public Library for potential program expansion. Furthermore, the CEO has surveyed several County departments, in addition to the locations provided by Metro, to determine if these sites would be suitable locations to expand the TAP Card Sales Program. Based on the responses received from the County departments surveyed, a determination has been made that the suggested site locations do not have the operational capacity necessary for the sale of Metro TAP cards, primarily because a site needs to have an existing cashier function in order to receive payment for the TAP cards. Therefore, we recommend proceeding with implementation plans of expanding the program to prospective library sites as identified by the Library at this time.

Should you have any questions, please contact Chris Montana at (213) 974-4200, or cmontana@ceo.lacounty.gov; or for inquiries related to Public Library, please contact Ms. Yolanda De Ramus, Chief Deputy Director, at (562) 940-8412, or yderamus@library.lacounty.gov.

SAH:DH:CMM
SP:YDR:EB:gp

Attachment

c: Executive Office, Board of Supervisors
 County Counsel
 Public Library

**PROSPECTIVE PUBLIC LIBRARY SITES
LOCATION BY SUPERVISORAL DISTRICT**

District 1

1. Claremont
2. East LA
3. West Covina
4. Rosemead
5. City Terrace
6. El Camino
7. Hollydale
8. Norwood

District 2

1. Carson
2. Culver City
3. Hawthorne
4. Lawndale
5. East Rancho
6. Graham
7. Masao W. Satow
8. View Park Bebe Moore Campbell
9. Woodcrest

District 3

1. West Hollywood
2. Malibu
3. Westlake Village

District 4

1. Norwalk
2. Brakensiek
3. Iacaboni
4. Alondra
5. Hawaiian Gardens
6. South Whittier- OPENING FALL 2016

District 5

1. La Crescenta
2. Stevenson Ranch
3. Live Oak
4. San Gabriel

*Implementation timeline to be determined at a later date.